

Amendments to the Claims

Claims 1-21 (Canceled)

Claim 22 (New) A contents distribution apparatus for distributing a content to a terminal device, the contents distribution apparatus comprising:

a storage section operable to store the content, a plurality of pieces of special effect data to be applied to the content, and a flag indicating whether or not to apply, to the content, a special effect represented by the plurality of pieces of special effect data;

a reception section operable to receive processing ability information, as information regarding a processing ability of the terminal device, from the terminal device; and

a transmission section operable to transmit the content, one of the plurality of pieces of special effect data and the flag to the terminal device when the processing ability of the terminal device is low, and operable to transmit the content, at least first special effect data and second special effect data included in the plurality of pieces of special effect data and the flag when the processing ability of the terminal device is high, wherein

the flag indicates that

(i) when the flag is ON and the processing ability of the terminal device is low, the contents distribution apparatus causes the terminal device to reproduce the content to which the special effect represented by the one of the plurality of pieces of special effect data is applied,

(ii) when the flag is ON and the processing ability of the terminal device is high, the contents distribution apparatus causes the terminal device to reproduce the content to which the special effect represented by the first special effect data is applied in a predetermined reproduction portion of the content and to reproduce the content to which a special effect represented by the second special effect data is applied in reproduction portions other than the predetermined reproduction portion, and

(iii) when the flag is OFF, the contents distribution apparatus causes the terminal device not to reproduce the content to which any special effect is applied.

Claim 23 (**New**) The contents distribution apparatus according to claim 22,

further comprising a distribution content reproduction confirmation section operable to reproduce, for confirmation, the content with or without the predetermined special effect to the portion of the content in accordance with the flag.

Claim 24 (**New**) A contents distribution method of distributing a content to a terminal device, the contents distribution method comprising:

storing the content, a plurality of pieces of special effect data to be applied to the content, and a flag indicating whether or not to apply, to the content, a special effect represented by the plurality of pieces of special effect data;

receiving processing ability information, as information regarding a processing ability of the terminal device, from the terminal device; and

transmitting the content, one of the plurality of pieces of special effect data and the flag to the terminal device when the processing ability of the terminal device is low, and transmitting the content, at least first special effect data and second special effect data included in the plurality of pieces of special effect data and the flag when the processing ability of the terminal device is high, wherein

the flag indicates that

(i) when the flag is ON and the processing ability of the terminal device is low, the contents distribution apparatus causes the terminal device to reproduce the content to which the special effect represented by the one of the plurality of pieces of special effect data is applied,

(ii) when the flag is ON and the processing ability of the terminal device is high, the contents distribution apparatus causes the terminal device to reproduce the content to which the special effect represented by the first special effect data is applied in a predetermined reproduction portion of the content and to reproduce the content to which a special effect represented by the second special effect data is applied in reproduction portions other than the predetermined reproduction portion, and

(iii) when the flag is OFF, the contents distribution apparatus causes the terminal device not to reproduce the content to which any special effect is applied.

Claim 25 **(New)** The contents distribution method according to claim 24, wherein

said method further comprises reproducing, for confirmation, the content with or without the predetermined special effect to the portion of the content in accordance with the flag.

Claim 26 **(New)** A contents distribution system for distributing a content from a contents distribution apparatus to a terminal device via a network, wherein

the contents distribution apparatus comprises:

a storage section operable to store the content, a plurality of pieces of special effect data to be applied to the content, and a flag indicating whether or not to apply, to the content, a special effect represented by the plurality of pieces of special effect data;

a reception section operable to receive processing ability information, as information regarding a processing ability of the terminal device, from the terminal device; and

a transmission section operable to transmit the content, one of the plurality of pieces of special effect data and the flag to the terminal device when the processing ability of the terminal device is low, and operable to transmit the content, at least first special effect data and second special effect data included in the plurality of pieces of special effect data and the flag when the processing ability of the terminal device is high, wherein

the flag indicates that

(i) when the flag is ON and the processing ability of the terminal device is low, the contents distribution apparatus causes the terminal device to reproduce the content to which the special effect represented by the one of the plurality of pieces of special effect data is applied,

(ii) when the flag is ON and the processing ability of the terminal device is high, the contents distribution apparatus causes the terminal device to reproduce the content to which the special effect represented by the first special effect data is applied in a predetermined reproduction portion of the content and to reproduce the content to which a special effect represented by the second special effect data is applied in reproduction portions other than the predetermined reproduction portion, and

(iii) when the flag is OFF, the contents distribution apparatus causes the terminal device not to reproduce the content to which any special effect is applied, wherein

the terminal device comprises:

a terminal-side transmission section operable to transmit the processing ability information to the contents distribution apparatus;

a terminal-side reception section operable to receive the content, at least one of the plurality of pieces of special effect data and the flag; and

a reproduction control section operable to reproduce the content to which the special effect represented by the at least one of the plurality of pieces of special effect data is applied in accordance with the flag.